The REVIEW

VOL. XXXV — NO. 26 JUNE 5, 1941

1907 ★ 1941

THE JOY OF SELLING
IS THE GREATEST JOY OF LIVING!

Sell-ebrate Charter Month with Orders!

WHEN DOES A SALESMAN BEGIN TO GROW OLD?

A SALESMAN BEGINS TO GROW OLD—

When he is too smart to read and study everything his firm sends him.

When he says, on hearing about a new prospect, "Oh, he probably isn't any good."

When he thinks the house ought to stop advertising and increase his commission.

When he begins to say, "Oh, I can't bother with small fry customers."

When he says, "Oh, I never fool with these contests; they are all right for the cub salesman, but me, oh well, I've cut my eyeteeth."

When he begins to resent new ideas and methods for increasing sales.

It is not a matter of years, some men at 60 are younger than others at 35. It is a question of alertness, zest for living, and the love of a good scrap that makes and keeps us young!

From "THE ADVERTISER'S DIGEST"

(Thanks to J. N. Mokstad)

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, JUNE 5, 1941 No. 26

1 — 2 — 3 — 4 — 5!

Five down and seven to go. And what a thrill the sixth is in celebrating the Birthday Month.

My heartiest congratulations to the winners of the fishing trips in the Spring Contest. There were some brilliant battles fought during that period and my hat is off to the winners. The joy and satisfaction of these contests is that they help you to grow in ability to earn and in ability to serve better the business men in your territory; help you to grow, by trying, whether you win or lose and for those who lose there'll always be a future opportunity and you'll be better equipped by having tried in this Contest. Your accomplishments illustrate that we make our own conditions.

So, let's put ourselves with renewed vim and vigor into our jobs and make the most of our opportunity. Let's help our customers to do the same through the use of our advertising mediums. Let's remember that what we can do is wrapped right up in our own individuality.

I want to tell you once more my story about the manufacturer who had spent a great deal of money doing every-

thing possible to carry on his business successfully. But things didn't seem to be going so good. He employed specialists to make a survey. When the man in charge of the survey had his report completed he went to see the manufacturer. The first thing that the manufacturer said was, "What's the trouble?" The reply was, "You have done everything possible to all appearances, but you have left one thing out." Said the manufacturer, "What's that, what have I left out?" And the reply was, "You have left yourself out."

To my mind our Good Will Building Advertising Mediums are a natural as an answer to enabling the business man to PUT HIMSELF INTO HIS BUSINESS. If he gives out our mediums in person, in or out of his place of business, he gets the direct personal contact, as well as the wall or desk space; if he mails them or has them delivered he is putting himself into his business. In both cases it is an added way of showing his customers his interest in them, his appreciation of their patronage. It helps him to WIN FRIENDS AND KEEP THEM.

WEDNESDAY, JUNE 25th, we celebrate FOUNDER'S DAY. I will be very happy if every man on the force will make a special effort on that day to secure at least one order, to have a part in paying tribute to the founder of our business, T. R. GERLACH

Every minute counts, every move counts, individual initiative counts. Be conscious of those things every minute and LET'S GO to write every dollar's worth of business we can in the BIRTHDAY MONTH.

BEST OF LUCK IN GETTING YOUR SHARE! THANKS A MILLION FOR THE JOB YOU ARE DOING.

T. Mackeown.

LET'S MAKE EVERY DAY OPENING DAY

A year ago I said, "Every day is opening day to the buyer who has not yet seen your new line."

It is that Opening Day Spirit that is bringing such fine results during the early days of this 34th Birthday Celebration. Not in all our years of successful service to business men and concerns have we entered upon the celebration of our annual sales event with such glorious opportunities facing us as we have this year.

A big percentage of your competitors have withdrawn from the field; many of those who remain have lost their enthusiasm and their vision. They have accepted alibis and tentative turn-downs as final, and have not kept in close touch with buyers.

Never in my recollection have we captured so many orders from our competitors as we have this year.

The results of the North Woods Vacation Contest with twenty-eight winners of the fishing trip, just goes to show what tremendous opportunities exist for Gerlach-Barklow salesmen who have kept their faith, courage and enthusiasm.

The results of the Fishing Vacation are more than gratifying to me and I know they are to the entire G-B Family, in field, factory and office.

Keep in mind the fact that there are still thousands of buyers who have not yet seen the '42 Line—especially our S-257 Utility Calendars, greetings, pencils, knives, paragon and plenty of other items which will sell if shown.

Let us hold fast to that Opening Day Spirit all through Charter Month and make our anniversary one of happy days.

James R. Talcott

THE SNAG CLUB

FRED W. BELL, Michigan
BEN BERCOVIT, Pennsylvania
C. I. CHAMBERLAIN, Penna.
CHAS. CLAYTON, Penna.
P. H. COWHERD, Texas
GUY DEAN, Georgia
P. C. EARL, New York
E. H. GERRISH, Connecticut
JOHN GILBERT, So. Carolina
HERMAN GROTTE, Texas
A. S. HARTMAN, California
SAM HAYNES, Texas
W. C. HERRMANN, Michigan
L. L. HIMELHOCH, Michigan

CHAMPIONS ALL! Twenty-eight go-getters, from North, South, East and West, prove that business is GOOD. There are many new faces on this year's Snag Club roster, and a number of previous winners are back again.

FRED W. BELL

BEN BERCOVIT

C. CHAMBERLAIN

CHAS. CLAYTON

GUY DEAN

P. C. EARL

JOHN GILBERT

HERMAN GROTTE

A. S. HARTMAN

SAM HAYNES

HERE ARE THE HAPPY WINNERS OF THE 1941 FISHING CONTEST!

J. B. KASPER, Tennessee
R. H. LIPFORD, Virginia
GEO. H. MALONEY, New York
BILL McNERNEY, California
M. G. MITCHELL, Illinois
LARRY MOSS, North Carolina
R. S. PERRY, New Jersey
MRS. F. PETERSON, Ohio
ISIDOR SIEGEL, New York
AL THURN, Wisconsin
A. W. VORES, New Jersey
LYNN WALKER, N. Carolina
O. M. WILDMAN, California
F. L. ZIMMERMAN, Ohio

KEEP GOING AHEAD! The Charter Month Celebration is in full swing, and the winner of the Charter Emblem will be guest of honor at this 1941 Snag Club outing in Wisconsin. The fishing trip is to be held early in July.

L. L. HIMELHOCH

R. H. LIPFORD

BILL McNERNEY

M. G. MITCHELL

LARRY MOSS

Wish we could show pictures of all 28 winners! Make a note right now to send in a photo, so that we'll have your picture when YOU win a contest award.

MRS. F. PETERSON

ISIDOR SIEGEL

A. W. VORES

SPEAKING OF THE NEW FUNERAL DIRECTOR SERVICE—

FRED W. BELL SAYS—

The Funeral Directors' Service arrived yesterday noon and believe me those two new styles look even better than the dummies you let me see, while I was at the factory. I can't help but think that we are going to have some very high-class business on the Floral Design. It's most conservative and I have never seen anything in anyone else's line that even comes close to it and I am sending my first order in this morning for 2,000 assorted for a customer who has been drifting away on cards to other firms. He liked this design very much and is going to give it a good trial and I am sure it means that it will be a standard setup for him.

Reading over the instructions on the Funeral Director's Service, I believe you have made it more plain and understandable than we have ever had it before. Surely no one will confuse prices now. Aside from the box assortment, I am mighty glad you followed through on the standard assortment deal. This has been one of the hardest things for salesmen to work out and you have worked it out in a way that I am positive no one will be confused and many fellows should be able to sell these deals. I can't help but think that our salesmen should make their summer expenses from the standard assortment deals and the box assortment. Certainly I will have the pleasure of a lot of sales on this setup and I am mighty glad that we are now able to again step out in the field with something better than anyone else has.

A. A. BENDER SAYS—

Delighted to receive the new Funeral Directors' Line. The new Floral and Gothic Lines are "TOPS" and will mean more business from old customers as well as new customers that we could not sell before.

DEAR RIE:

I am sending in copy under separate cover on an order for 2000 Ger-Bars from a liquor store. I think the copy is a seller for liquor stores—at least in New York State.

WHY LEAVE THE PARTY
PHONE WA XYZ
IMMEDIATE DELIVERY SERVICE

It means when you run out of liquor just phone Parkside Liquor Store and we'll hot-foot it over with the elixir of joy and happiness.

I expect to use it on several other prospects.

Cordially,

LOU BYRNE.

Drive Safely . . . . today and every day, the next mile and every mile. Don't take a chance. BE SURE.

1941			JUNE			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	-	-	-	-	-

Buy Wisely . . . . Safeguard your budget as you safeguard your health. Count on us for Quality, Service and Full Value every time!

Quality Furniture Co.

You'll Enjoy Shopping Here!

Use This on Blotters!

Safe driving is always good copy for blotters. It's always timely, for no day passes without newspaper stories about auto accidents. And it's GOOD copy, because it is USEFUL copy. It reminds drivers that safe driving means careful driving—every day, every mile.

And of course the safe driving reminder is a good introduction to a short, friendly invitation to business.

We suggest the copy and layout shown above for use on any Class X blotter in the vertical style—Playmates, Spirit of Youth, Bright Bouquets, Sailing Ships. With monthplates, sell at Service 1 prices. Don't add a lot of slogans or unnecessary local addresses that will crowd the display.

Safe driving copy is a natural for any garage or service station, of course. But it's just as good for any other local business—the furniture store, the bank, the market, the plumber. Wording of the selling-copy paragraph can be adapted to fit the needs of the customer. The G-B copy department will edit or rewrite copy on actual signed orders on request.

Try this copy today. It will help you sell two or three blotter orders a week during Charter Month.

AMERICA IN WHITE

You have heard of "Men in White," "Women in White," "Ships in White" and other things of this kind, but have you ever heard of AMERICA IN WHITE? If you haven't, you have missed the most exciting, most thrilling story of the Twentieth Century.

This epiclike narrative is the saga of American business and industry. It began a good many years ago when NATION'S BUSINESS, now in its thirtieth year, published its first monthly map of business conditions. This map of the United States was in three tones—white for those sections of the country where business was above the corresponding month of the preceding year; gray where it was equal, and black checks where it was below.

We have watched this map each month since it first appeared, but even in the boom days of the late twenties it always had its gray and checkered splotches. In other words, though business was at very high levels in nearly all sections of the country, there were always SOME sections where it was below, or merely even with, the corresponding month of the preceding year. We made a bet with ourselves that we would NEVER see that map entirely white. It seemed as though some sections of the country—even in the days of the "New Era"—were always lagging behind.

However, about a year ago this map began getting whiter and whiter. Each month more and more of the country began to emerge from the recession and "white" up. Last month the map was about [illegible] per cent white. Then—today—came the June issue of NATION'S BUSINESS, and we turned quickly to page 120 to see if those gray spots had disappeared.

Well, they hadn't—not ENTIRELY. But they are so nearly gone that America—to all intents and purposes—is at last shiningly WHITE.

The only gray spots left are those where the coal strike cut down production TEMPORARILY, and where some bad weather TEMPORARILY affected farm products. Even those sections are doing a volume of business EQUAL to 1940. NOT ONE PLACE IN THE ENTIRE UNITED STATES IS BUSINESS BELOW LAST YEAR. In fact, the whole country is so nearly white that it is doubtful, with our wide range of weather, if it can ever get any whiter. As my memory can be trusted, never before has this map been so COMPLETELY white.

Now, with that WHITE MAP as a background, let us turn to another authoritative magazine of business—BUSINESS WEEK. This publication, as you doubtless know, runs on its front cover a business thermometer. On this thermometer it compares the latest business index with the index of the corresponding week of the preceding year.

This week's issue of BUSINESS WEEK also arrived today. And where do you think the mercury in the tube is now? Well, it is at 146.3—32.2 points above the last week of May in 1940! And, incidentally, business in THAT week of 1940 had already jumped 8 points.

So that you may have a still clearer picture of the record-breaking business now being done in the United States, let us make a few comparisons:

	1941	1940
Steel ingot operations (% of capacity)	98.6	76.9
Automobile production	133,560	96,810
Carloadings ....(cars daily)	143,000	113,000
Department store sales	PLUS 12%	PLUS 5%

We could go right down the list, and show that every phase of business and industry is up—AWAY UP. We could also show that consumer buying power is up over 20 per cent, and that the national income is running AHEAD of even 1929—FAR AHEAD! This year we shall have a national income of 85 billion dollars.

Now, while our defense efforts account in large part for this upturn in business, it must be borne in mind—and it usually is NOT—that of the 85 billion we shall earn this year, only about 16 billion will be spent for defense. In other words, over and above our defense expenditures, we shall have an income of approximately $69,000,000,000. And that, if you will think about it, is a whale of a national income for non-defense purposes. Also, it should be borne in mind, that we have a backlog in the form of money appropriated but not yet spent that runs close to $30,000,000,000.

Of course, it is not entirely a pretty picture—no war economy ever is. Yet the fact remains that RIGHT NOW you, as a salesman, are selling goods to business men who are doing the largest volume of business they have ever known. And, you are selling the ONE THING that ALL business men need most at this time—GOOD WILL ADVERTISING, the only type of insurance they can buy to preserve their most priceless asset, the GOOD WILL of their customers and the American public.

In other words, Charter Month finds us traveling around an AMERICA IN WHITE—an America that has never in all its long history enjoyed business that is as high, and as uniformily distributed, as it is today.

DURING CHARTER MONTH BUSINESS CONDITIONS IN THIS COUNTRY ARE AT AN ALL-TIME PEAK. They may not remain so. Therefore, isn't it just common-sense to strike HARD—strike with ALL YOUR MIGHT—while the iron is hot—RED HOT? There is only one sensible answer to that question—WORK, WORK, WORK—SELL, SELL, SELL—as you have never worked or sold before!

Jewett E. Picker

A MOST TIMELY OFFERING

FOR YOUR CHARTER ANNIVERSARY SALES CAMPAIGN

YOU MAY SELL THESE FINE FANS AT 20% OFF REGULAR STANDARD FAN PRICES WHICH MEANS 20% DISCOUNT FROM THE $27.50 PER THOUSAND PRICE

Right at the very height of the Fan selling season, we are placing fourteen beautiful and timely fan samples which you may sell at a discount of 20%.

These are fine quality, full color fans with wood handles.

HERE'S THE LIST OF OFFERINGS

"Adorable"	"Sweetheart of the Sun"
"Safety Patrol"	"Spilt Milk"
"Maid o' the Mist"	"Our President"
"Le' Me In"	"Come Again"
"Beautiful Annabel Lee"	"You're Out"
Fan Special W-9	Fan Special W-11
Fan Special W-10	Fan Special W-12

DEAR MR. CADE:

Friday I sold 100 My Diary to the daily newspaper in Manistee for use by the hostess of the "Welcome Wagon" and have an account lined up on the Bride's Cook Book.

This idea seems to be spreading all over the country and some advertisers will be looking for the above two items.

One fine thing about it is that the books will be distributed. My big difficulty is in getting the advertisers to use the books after buying them.

Sincerely,

M. C. ECKLAND.

Will Mr. Eckland please tell us all about the "Welcome Wagon" so that we may pass the info along to his fellow salesmen?

LYNN WALKER SAYS—

"Boy that new funeral service is swell and that order from Harry's Funeral Home proves it is good. Have been trying for the longest kind of time to get them started with us and the new line did it. He has been buying cards from a mail order house for $7.95 and $10.95 a thousand but when he saw our quality, it sold itself."

Total amount of the order is $114.

OFF TO A FLYING START!

THE CHARTER ANNIVERSARY SELL-EBRATION IS UNDER WAY AND GOING STRONG

F. L. Muller of Pennsylvania sets the pace with a $700 sale of R-19 Religious Calendars, sold to a FUNERAL DIRECTOR for Church distribution.

Jack Moore of Indiana makes a $361 sale of Farm Record Calendars to a LIVESTOCK FEEDING CONCERN—an old customer.

Bill McNerney made a $310 sale of the Will Rogers campaign in billboards, hangers and deluxe calendars to an AUTO DEALER, an old customer, and a $235 sale of Paragon to a MANUFACTURER.

W. A. Britton sold "Kiddies, Inc." Post Cards to a CHEVROLET DEALER for $245. Here's the copy—"YOU NEED OUR SERVICE, AND WE WANT YOUR BUSINESS, SO WHY NOT CALL ON US SOON. FREE CALL FOR AND DELIVERY SERVICE."

Thomas S. Gosten made a $235 sale of Paragon Billfolds to a dealer in HOPS AND MALT, a brand new customer.

Frank L. Zimmerman sold "My Bonnie Lies Over the Ocean" to a LAUNDRY for $214.

Sidney Hodson sold "News Quiz" using the "Our America" series to a TRUCK EQUIPMENT COMPANY for $140.

O. M. Wildman made a $150 sale of Pencils to a FUNERAL DIRECTOR.

Ed. Gerrish sold "A Long Life and a Happy One" to a DAIRY for $128.

P. H. Cowherd created a new account with a $214 sale of Pencils to an OIL WELL AND MACHINE TOOL SUPPLY COMPANY.

W. A. Scheafer made a $103 sale of Religious Calendars to a FUNERAL DIRECTOR.

Bert Stiff made a $105 sale of Pencils to a dealer in LUMBER AND BUILDERS' SUPPLIES.

D. G. Waite made a $100 sale of Paragon Billfolds to a CHEMICAL MANUFACTURER, and a $100 sale of Paragon to an AUTO BODY SHOP—a new customer.

J. Milton Wigley made a $102 sale of FD Service to a FUNERAL DIRECTOR.

J. F. Anderson sold "My Blue Heaven" to a LAUNDRY for $182.

W. J. Eggleston made a new customer for himself when he sold $142 worth of FD Service and 1000 "Silver Dawn" in S-263 Engagement and reminder calendars to a FUNERAL DIRECTOR.

ALWAYS HUNTING FOR OPPORTUNITIES TO SERVE YOU BETTER
Sold by L. B. Nobles on "Meeting Point" to a Studebaker Dealer

IT'S THE FRIENDS WE MAKE WHO MAKE US
Sold by Messick on Metal Calendars to a Milling Company

R. S. Osburn made a $158 sale of the Will Rogers campaign, sold to a CUSTOM SHOEMAKER.

Tom Perrott sold News Quiz with "Dog-O-Grams" to a MANUFACTURER OF LIGHTING FIXTURES.

Clifford Higgins made a $130 sale of Religious Calendars to a FURNITURE DEALER.

Isidor Siegel sold 1200 SQA-2 "Brainy Bow-Wows" to a DAIRY, and 1200 Class A "Sailing Ships" to a PAINT AND GLASS DEALER.

King Gerlach created a new account with a sale of 75 billboard calendars—"Springtime" in R-5, sold to a LUMBER DEALER.

Mr. Gerlach also sold 150 Pencils to a TIRE RECAP CONCERN, using the following copy—

A Friendly Remembrance
KEEN RETREADS
Phone 88

Dan Morrissey sold 35 Paragon Billfolds to a WELDER. These billfolds are to be gold stamped with individual names of garage and machine shop owners.

Marvin Mitchell sold 250 Metal Calendars with "Spirit of Youth" to an AUTOMOTIVE SERVICE AND TOWING CONCERN.

Al. Clapp sold Key and License Holders to a MANUFACTURER OF MACHINE SCREW PRODUCTS—a new customer.

Ben Bercovit created a new account with a sale of 75 Pen and Pencil sets to a MANUFACTURER.

Mr. Bercovit also sold Pencils and Knives to a METAL PRODUCTS COMPANY—another new customer.

Mr. Bercovit gained a third new customer with a sale of 100 Perpetual Calendar Pencils sold to a TRUCK AND CRANE SERVICE CONCERN.

E. P. Pittman sold 500 Holiday Greetings HG4296 to an AUTO DEALER.

John S. Petko sold the "All-American" Billboard to a MEMORIAL DEALER.

Miss Katherine Melcher sold 100 No. 7 Deluxe Memorial Record Booklets to a FUNERAL DIRECTOR.

R. McWilliams sold a Will Rogers campaign to a REPAIR SERVICE COMPANY, a new customer.

Bill McNerney sold 250 Metal Calendars to an AUTOMOTIVE SPECIALIST.

MILK IS HEALTH—HEALTH IS HAPPINESS
Sold by Kersey on "Bluebird Family" to a Dairy

A LONG LIFE AND A HEALTHY ONE
FROM WHICH WE'LL NEVER VARY
SO LONG AS MOTHER BUYS OUR MILK
FROM CHAMBERS GUERNSEY DAIRY
Sold by Messick on "A Long Life and a Healthy One" to a Dairy

Francis Leckberg sold "Spanky's Safety Patrol" to an ICE AND FUEL DEALER—a new customer.

Howard Kersey sold 1000 "Magic Shopper" Pads to a DAIRY—a new customer. The copy is "WE APPRECIATE YOUR BUSINESS."

Bill Herrmann sold "Their Priceless Heritage" in billboards and hangers, to a RADIATOR SERVICE CONCERN.

Miss Katherine Melcher sold 200 Knives to a BLACKSMITH—an old customer.

King Gerlach sold "Peekaboo" and "My Blue Heaven" both in R-15 to a TIRE RETREAD AND REPAIR CONCERN.

P. H. Cowherd sold 300 "My Blue Heaven" in D-67 to a TOURIST COURT—a new customer.

Ben Bercovit makes still another appearance in the column, this time with a sale of 500 art mount calendars, "Puppy Love," sold to a DAIRY—a new customer.

And here's Ben Bercovit again, with a sale of 250 Farm Record Calendars using "Come Back Here" to a GRAIN AND FEED DEALER, a new customer.

S. E. Adams created a new account with a sale of 250 deluxe calendars, "I See by the Papers" to an AUTO DEALER.

Mr. Adams also sold "Spanky's Safety Patrol" to a DODGE AND PLYMOUTH DEALER—another new customer.

O. M. Wildman sold 250 No. 300 Key and License Holders to a TEXACO DEALER.

G. R. Russell created a new account with a sale of 250 No. 300 Key and License Holders to a GRAIN ELEVATOR COMPANY.

Walt Olson made a $100 sale of Paragon to a WAREHOUSE CO.

L. B. Nobles made a new customer for himself with a sale of 200 pencils to a MATTRESS MANUFACTURER.

Mr. Groomes created a new account with a the sale of 500 Safety First Calendars to a SERVICE GARAGE.

H. D. Evans sold "Here Peace and Happiness Abide" in R-2 billboards to a FURNITURE DEALER.

G. B. Falls won a new customer with a sale of the new "Kitchen Secretary" Calendar, using the Will Rogers subject to a SERVICE STATION.

SAY IT WITH FLOWERS, WHATEVER THE OCCASION
A BIRTH, A DEATH, A JOY, A SORROW
FLOWERS BEST EXPRESS YOUR PLEASURE OR SYMPATHY
Sold by Ben Bercovit on "Old Fashioned Garden" to a Florist

QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN
Sold by King Gerlach on "Peekaboo" to a Tire Recapper

Al. Clapp sold Keg Style Ignition Key cases to a CAFE to say—"NEVER A DULL MOMENT AT GALLAGHER'S TAVERN."

C. M. Roadstrum made a $90 sale of Paragon to a MANUFACTURER.

E. A. Gilmore created a new account with a sale of "Their Priceless Heritage" to a WHOLESALE FARM PRODUCE DEALER.

Ed. Gerrish sold 135 Pencils with "ALLEGIANCE TO THE FLAG," sold to an INSURANCE AGENCY—a new customer.

Clyde Estes made a $75 sale of Memorial Cabinets to a FUNERAL HOME.

L. T. Cunningham sold "My Bonnie" to an INSURANCE AGENCY to advertise "OVER 25 YEARS OF DEPENDABLE SERVICE."

O. M. Wildman made a $120 sale of Art Mounts, Billboards, Pencils and Knives to an OLDSMOBILE DEALER.

Mrs. Estelle P. Thompson made a $162 sale of Last Editions to a MERCANTILE CONCERN—an old customer.

Rudy Maddox made a $145 sale of Ger-Bars to a FURNITURE DEALER—a new customer. At Rudy's suggestion, there is a place on the calendar for the signature of the salesman who presents it—giving the calendar a personal touch.

N. G. Beatty makes a $153 sale of Paragon Key Cases to a MOBILOIL SERVICE STATION.

R. H. Miller of Michigan sold "Spanky's Safety Patrol" to an INSURANCE COUNSELLOR for $104.

G. W. Hawkins of Michigan made a $117 sale of Paragon to a MACHINERY MANUFACTURER.

Marvin Mitchell made a $101 sale of Paragon to a BUICK DEALER —a new customer.

Art Vores sold 250 No. 125 Pencils to a FIRE DEPARTMENT SUPPLY DEALER—a new customer.

Ben Bercovit sold "Houghton Mill" in the Household Alphabet Calendar to a REAL ESTATE AND INSURANCE AGENCY. Mr. Bercovit also sold "Be Sure You're Right" to a GROCERY AND MARKET.

H. A. Spray sold "Spirit of America" in Billboards and Hangers to a REAL ESTATE AND INSURANCE AGENCY. Mr. Spray also sold 100 Pencils and 25 Letter Openers to a REALTOR—a new customer.

Mr. Phillips sold 100 Pencils to a SHELL SERVICE STATION—a brand new customer.

SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS
Sold by Beatty on Oil Reminders to a Standard Oil Dealer

TO HAVE A FRIEND, BE ONE — WE WANT YOU TO BE A FRIEND OF OURS, THEREFORE WE ALWAYS GIVE FRIENDLY, HELPFUL SERVICE CALL ON US WHENEVER WE CAN HELP YOU AND YOU'LL BE SURE OF TIMELY, RELIABLE SERVICE
Sold by W. A. Britton on Blotters to a Chevrolet Dealer

Mr. Phillips also sold 500 Paragon Key Cases to another AUTO SERVICE STATION—another new customer.

A. H. Oschmann created a new account with a sale of Will Rogers Ger-Bars to a STATE BANK.

A. A. Muldrew sold 500 Art Mount Calendars "Their Priceless Heritage" to a SAVINGS AND LOAN ASSOCIATION.

Rudy Maddox sold 500 Ger-Bars, "I Ain't Bluffin' '" to an AUTO SUPPLY DEALER—a new customer.

Mr. Maddox also sold Bluebird Billboards to a TIRE RECAPPER to advertise the fact that "EVERYTHING WE SELL IS GUARANTEED." This is another new customer.

Bill Herrmann of Michigan sold 400 Hangers, "Rah! Rah! Rah!" to a COAL DEALER to advertise "SERVICE WITH A SMILE."

John Gilbert created a new account with a sale of "Their Priceless Heritage" to a FUNERAL HOME to tell the world, "WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST."

T. L. Dallas sold the Will Rogers Campaign to a LUMBER DEALER.

S. E. Adams sold "Their Priceless Heritage" in Billboards and Hangers to a MERCANTILE COMPANY—a new customer.

A. H. OSCHMANN SAYS—

I am very favorably impressed with the new FD Service. The designs are dignified and attractive, and I'll take a great deal of pride and pleasure in presenting the new lines.

F. W. SHALLISH SAYS—

The new funeral directors' line is a honey. I will contact every funeral director whose credit is OKay in my territory at once. Sold Floral Sympathy Folders to the first funeral director I called on, one whom I had heretofore been unable to touch on sympathy folders, although he had used other items in our line.

L. T. BYRNE SAYS—

The new funeral directors' service is certainly swell. With it I am sure I will regain all the business I lost on these lines while I was sick. Incidentally, the French Fold made a hit with the most desirable account in Buffalo.

BET YOU CAN'T ANSWER TEN OF THESE

Where was your wife born? .....

Who performed your marriage ceremony? .....

Where and at what time was it performed? .....

Give name and place of birth of your children (if any) .....

.....

Give name and birthplace of your grandfather .....

Give name and birthplace of your grandmother .....

Name and birthplace of your wife's father .....

Name and birthplace of your wife's mother .....

Date and birthplace of your own father .....

Date and birthplace of your own mother .....

Where and when were your father and mother married? .....

Give birthplace and date of your brothers and sisters (if any) .....

.....

You couldn't answer five of them could you? If you could, you're ranking away above the average. And these are only a dozen of the items covered in our new booklet entitled "FAMILY RECORD OF MEMORABLE DATES."

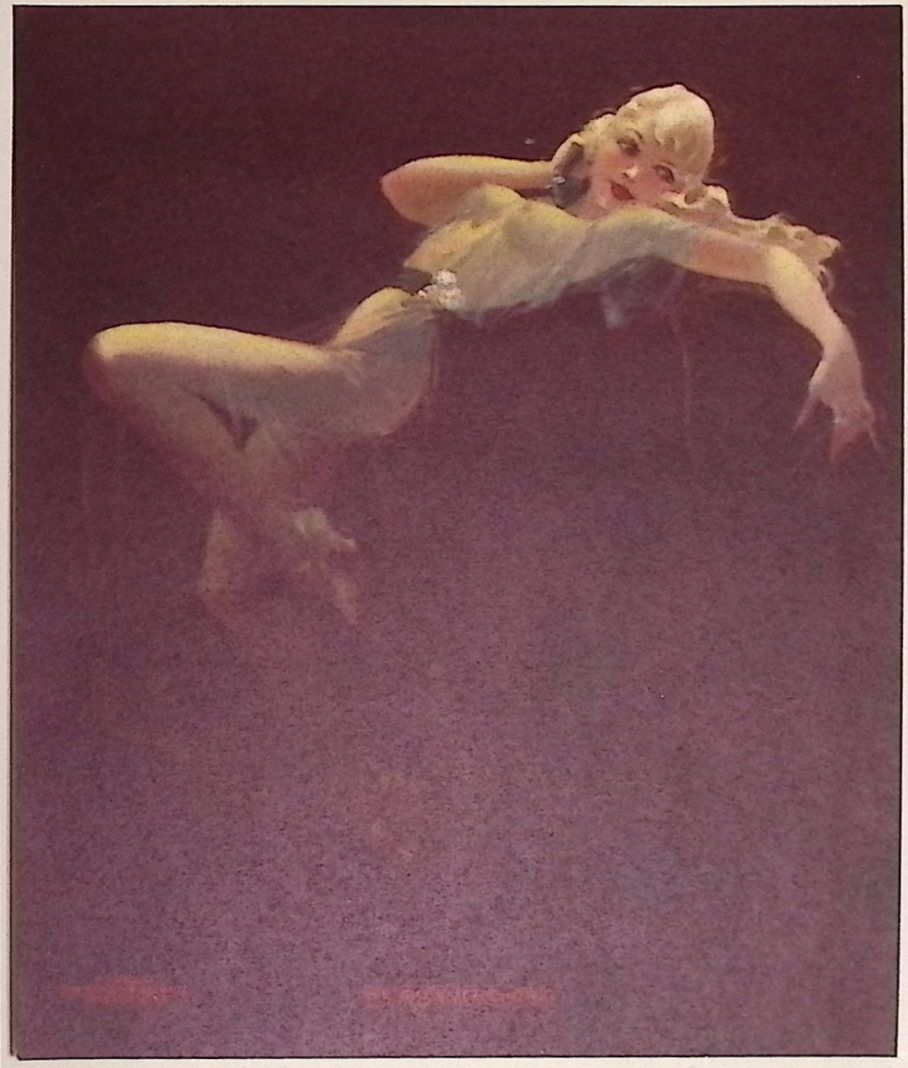
And, if you can't answer such simple questions as these, what chance have you of remembering your Social Security number or the numbers on your insurance policies?

There'll come a time some day when you'll want the information which is to be written in this booklet, and you'll have to get it the hard way unless you keep this record up to date.

That's the story you're to tell to your prospective customer and take it from us, you'll gain his interest the minute you begin to ask him to answer these questions; then it's only a short step from interest to DESIRE and when you've taken that step, your sale is made.

NEW DE SOTO-PLYMOUTH DIE IS AVAILABLE

In response to numerous requests, we have obtained the new DeSoto-Plymouth die for use on Paragon Auto Key Cases and you may accept orders calling for the use of this emblem.



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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	-	-	-	-	-

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PUT SERVICE BEFORE SAMPLES

Study your customer's problems and needs. Try to be of real help to him

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